

Serial No. 09/842,089

Docket No. P-0221

Amdt. Dated October 27, 2004

Reply to Office Action of July 27, 2004

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A system for controlling a TV having an OSD (On Screen Display) function, comprising:

a service site server configured to provide a user OSD set menu and an OSD generation program which corresponds to original information of the TV, wherein the OSD generation program is configured to provide a plurality of language selections and a plurality of viewing and display processing format selections;

a control unit configured to receive the user OSD set menu and the OSD generation program from the service site server and to generate a corresponding OSD; and

a storing unit configured to store the original information, contact information related to the service site server, and the OSD generation program which corresponds to the original information, wherein the control unit is configured to contact the service site server using the contact information stored in the storing unit, and to store an OSD generation program which corresponds to an OSD set menu selected by a user from a plurality of user OSD set menus stored in the storing unit; and